



# THE BLADE

541 N. SUPERIOR STREET • TOLEDO, OHIO 43660

## Full Run Preprint Rates

CARD		CPM 1X	CPM 6X	CPM 12X	CPM 18X	CPM 24X	CPM 36X	CPM 48X	CPM 76X	CPM 90X	CPM 100X	CPM 105X
<b>Standard</b>	<b>Tabloid</b>	\$43.00	\$42.00	\$41.00	\$40.00	\$38.00	\$37.00	\$36.00	\$35.00	\$34.00	\$34.00	\$34.00
2 pages	4 pages	\$55.00	\$52.00	\$52.00	\$50.00	\$48.00	\$47.00	\$46.00	\$45.00	\$42.00	\$40.00	\$38.00
3 pages	6 pages	\$58.50	\$56.00	\$55.50	\$54.00	\$51.50	\$50.50	\$49.50	\$48.00	\$45.50	\$43.50	\$41.50
4 pages	8 pages	\$62.00	\$60.00	\$59.00	\$58.00	\$55.00	\$54.00	\$53.00	\$51.00	\$49.00	\$47.00	\$45.00
5 pages	10 pages	\$65.50	\$63.50	\$62.00	\$61.00	\$58.00	\$56.50	\$55.00	\$53.00	\$51.00	\$49.00	\$47.00
6 pages	12 pages	\$69.00	\$67.00	\$65.00	\$64.00	\$61.00	\$59.00	\$57.00	\$55.00	\$53.00	\$51.00	\$49.00
7 pages	14 pages	\$73.00	\$69.50	\$68.00	\$67.00	\$63.50	\$62.00	\$60.00	\$58.00	\$55.50	\$53.00	\$50.50
8 pages	16 pages	\$77.00	\$72.00	\$71.00	\$70.00	\$66.00	\$65.00	\$63.00	\$61.00	\$58.00	\$55.00	\$52.00
9 pages	18 pages	\$81.00	\$75.50	\$74.00	\$73.00	\$68.50	\$67.00	\$65.00	\$63.00	\$60.00	\$57.00	\$54.00
10 pages	20 pages	\$85.00	\$79.00	\$77.00	\$76.00	\$71.00	\$69.00	\$67.00	\$65.00	\$62.00	\$59.00	\$56.00
11 pages	22 pages	\$87.50	\$81.00	\$78.00	\$77.50	\$72.50	\$71.00	\$69.00	\$66.60	\$63.00	\$60.50	\$57.50
12 pages	24 pages	\$90.00	\$83.00	\$79.00	\$79.00	\$74.00	\$73.00	\$71.00	\$67.00	\$64.00	\$62.00	\$59.00
13 pages	26 pages	\$92.00	\$87.00	\$83.00	\$82.00	\$76.00	\$74.50	\$72.50	\$69.50	\$66.00	\$63.50	\$61.00
14 pages	28 pages	\$94.00	\$91.00	\$87.00	\$85.00	\$78.00	\$76.00	\$74.00	\$72.00	\$68.00	\$65.00	\$63.00
15 pages	30 pages	\$95.50	\$92.00	\$89.00	\$87.00	\$84.50	\$77.00	\$75.00	\$73.00	\$70.00	\$67.50	\$65.50
16 pages	32 pages	\$97.00	\$93.00	\$91.00	\$89.00	\$79.50	\$78.00	\$76.00	\$74.00	\$72.00	\$70.00	\$68.00
17 pages	34 pages	\$98.50	\$94.50	\$92.50	\$90.50	\$83.00	\$79.50	\$77.50	\$75.50	\$73.50	\$71.50	\$69.50
18 pages	36 pages	\$100.00	\$96.00	\$94.00	\$92.00	\$85.00	\$81.00	\$79.00	\$77.00	\$75.00	\$73.00	\$71.00

### Zone Charges Daily or Sunday \$5 per Thousand

For sections larger than 18 standard/36 tabloid, add \$2.25 per thousand for each additional two standard or four tab pages. Inserts of 20 standard pages or more are billed at two page increments.

### Preprint Measurement Flexi Sections

Any section up to and including 80 square inches is called a flexi section or mini tab. Two pages in a flexi section will be billed as one tabloid page. Sections larger than 80 square inches up to and including 151.5 square inches will be billed as a tabloid section. Zone charges Daily or Sunday: \$5 per thousand.

### Rates/Quantities

Rates are based on the number of pages in the preprint and the quantity distributed. Frequency contracts available. Quantities may also vary based on time of distribution. The number of daily custom zones is limited and offered on a first reservation basis. The minimum quantity for daily circulation is 20,000 and 50,000 for Sunday and TMC. Zoned distribution areas may be selected by zip codes. Preprints are not accepted on Memorial Day, July 4th or Labor Day.

### Total Market Coverage (TMC)

Available Sunday only in selected zip codes. 50,000 minimum quantity distribution. PrePrint rates apply.

### Preprint Guidelines

#### Policies and Procedures

- Preprint distribution is available Wednesday, Thursday, Friday, and Sunday.
- A sample of 300 pieces should be furnished in advance for a test run.
- Preprints are billed at the quantity and size delivered to The Blade. Full run billing based on estimated full-run press run. Full run quantities should be sent at 10,000 plus ABC audit quantities to ensure single copy coverage.
- Preprint reservations are accepted or scheduled on an availability basis.
- Sunday preprints are mechanically inserted into the comics or a supplement section of the Sunday Blade.
- All discounts subject to audit for rate adjustment at end of 12-month period.
- The word "advertisement" must be used in 8-point type on sections that resemble news matter. Layout and copy are subject to regular Blade advertising policies.

# Preprint Rates 2012

Effective January 30, 2012

### Preprint Reservations/Cancellation Policy

Preprints must be reserved at least two weeks prior to the desired distribution date. To help ensure specific delivery dates, reservations should be made as early as possible. The number of zoned inserts acceptable on Daily/Sunday is affected by mechanical limitations.

The number of inserts needed for New Year's Day, Thanksgiving and Christmas is based on Sunday home delivery of The Blade.

### Delivery Instructions

It is important to The Blade, and to the advertiser, to know when a supplement shipment cannot arrive as scheduled because of road conditions, accidents, mechanical breakdowns or any other reason. Please ask drivers to report any delay immediately by calling the Preprint Coordinator at 419-724-6511. Weekend deliveries must be prearranged with Toledo Harbor Warehouse and will be assessed a \$100 cash fee.

### Deadlines for Receipt of Materials

**Sunday Preprints:** 9 days prior to distribution

**Daily Preprints:** 5 days prior to distribution

**Exceptions:** New Year's, Thanksgiving and Christmas  
14 days prior to distribution

### All preprints are due at the warehouse by stated deadlines.

Preprints not received at the warehouse by stated deadlines may not be inserted as requested. Situations requiring a deadline extension must be cleared by The Blade preprint coordinator in advance, and will be assessed a \$500 special handling fee.

**Deliver to:** Toledo Harbor Warehouse  
1400 N. Summit St. Bldg. A  
(Access is from Water Street)  
Toledo, OH 43604  
419-241-2118

**Delivery hours:** Monday-Friday 8 a.m. - 5 p.m.

### Contact your Blade representative or call:

**National Advertising** 419-724-6400  
**Classified Advertising** 419-724-6500  
**Retail Advertising** 419-724-6350  
**Toll Free** 1-800-232-7253

### Shipping Requirements

A bill of lading is needed for each truck or trailer. It must give the name of the supplement, the number of skids and the number of copies loaded on the delivery truck or trailer. When more than one vehicle is used, the last bill of lading should be marked "final."

### Packaging

1. Preprints must be packaged in turns of 50 or more.
2. Preprints must be stacked loose on strapped skids 4 inches to 5 inches in height, 36 inches wide, and 47 inches long. Skids should be non-returnable and designed for use with fork trucks. Height of the loaded pallet from bottom of the runner to the top of the stacked inserts cannot exceed 5 feet, 6 inches.
3. Use a skid top with the same outside measurements as the bottom skid.
4. Add a protective cover to the bottom skid before stacking, and another before topping, to prevent damage to supplements from green lumber and adverse wather conditions.
5. Place a tie sheet of cardboard between each tier. This is particularly important if you have gaps between lifts in a tier.
6. Load so that outside supplements are flush with the edges of the skid and are exactly perpendicular. If some supplements sitck out, they can be bruised by the bands or by the side of trucks.
7. Secure each loaded skid with at least four taut metal or nylon bands. Do not tighten the bands excessively or the top supplements may be bent and the floor of the bottom skid may be loosened.
8. Identify each skid with a ticket attached to one side which gives the following information:
  - Name of supplement
  - Date of distribution
  - Total number of skids
  - Number of this particular skid and the number of supplements on this skid.
  - Also display, on two sides of each skid, a copy (or cover) of the supplement

### Packing

Each lift should be 8 inches to 10 inches high and all supplements in a lift must have the folded edge facing the same direction.

- Make sure all supplements in a lift have the same top page facing up.
- Lifts should be brick piled.
- Supplements of poor quality may be subject to a percentage of misses or doubles when mechanically inserted. The Blade assumes no liability for missed insertions.

# THE BLADE

541 N. Superior St.  
Toledo, OH 43660  
[www.toledoblade.com](http://www.toledoblade.com)

*All major credit cards (Visa, MasterCard and Discover) and "check by phone" accepted.*